

ORDER



Orders
Order / Rev: 724056
Alt Order #: 06389477
Product Desc: BALDWIN FOR SENATE
Estimate: BALDWIN FOR SENATE
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Baldwin, T/ D/ Senator-WI
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	19	\$23,675.00	\$20,123.75
10/29/12	10/29/12	3	\$2,800.00	\$2,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$23,675.00	\$20,123.75	0.00
November 2012	3	\$2,800.00	\$2,380.00	0.00
Totals	22	\$26,475.00	\$22,503.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/23/12	10/26/12	Today Show	CM	7-9a	- 222 - -	:30	8	\$800.00	P-4	0.00	NM	8	\$6,400.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222 - -		8				\$800.00		0.00			
N 2	KARE	10/29/12	10/29/12	Today Show	CM	7-9a	M - - - - -	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		2				\$900.00		0.00			
3	KARE	10/24/12	10/26/12	M-F 6-7a	CM	6-7a	- - 111 - -	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
				KARE 11 Sunrise M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - 111 - -		3				\$1,000.00		0.00			
4	KARE	10/29/12	10/29/12	M-F 6-7a	CM	6-7a	M - - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				KARE 11 Sunrise M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1				\$1,000.00		0.00			
5	KARE	10/23/12	10/23/12	M-F 430-5p	CM	430-5P	- T - - - - -	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T - - - - -		1				\$1,350.00		0.00			
6	KARE	10/28/12	10/28/12	Post NFL Late News	CM	1030-1105P	- - - - - S	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
				Post NFL Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KARE	10/28/12	10/28/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$3,150.00			0.00			
7	KARE	10/27/12	10/27/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$3,150.00			0.00			
8	KARE	10/25/12	10/26/12	M-F 10-1035p KARE News 10p	CM	10-1035P	---11--	:30	2	\$3,150.00	P-4	0.00	NM	2	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	---11--		2			\$3,150.00			0.00			
9	KARE	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$225.00			0.00			
10	KARE	10/24/12	10/26/12	M-F 430-5A 430A SUNRISE	CM	430-5a	--WTF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		2			\$50.00			0.00			
Totals														22	\$26,475.00